WHAT IS CLAIMED IS:

1. A method for controlling content distribution over a network, the method comprising:

generating content in a first format specification by adding content identification data for identifying specific content to data produced in a first format specification for viewing;

sending the content to a network;

receiving the content via the network;

separating the received content into the content identification data and the data in the first format specification;

converting the separated data in the first format specification to data in a second format specification that is different from the first format specification;

generating content in a second format specification by adding the separated content identification data to the data converted to the second format specification; and

sending the content in the second format specification to a user terminal.

2. A method for controlling content distribution as described in claim 1, wherein:

the content identification data contains

information indicating the content format; and

the converting comprises converting the information indicating the content format according to the conversion of data from the first format specification to the second format specification.

3. A method for controlling content distribution as described in claim 1, wherein the separating comprising:

obtaining the content identification data from the content; and

obtaining the data in the first format specification by subtracting the obtained content identification data from the content.

4. A method for controlling content distribution as described in claim 1, further comprising in the user terminal:

extracting the content identification data from content in the second format specification; and

reproducing the content in the second format specification if the content identification data is correctly extracted.

5. A system for controlling content distribution over a network, the system comprising:

a first identification data adding unit for generating content in a first format specification by adding content identification data for identifying specific content to data produced in a first format specification for viewing, and then sending the content to a network;

an identification data separating unit for receiving the content from the first identification data adding unit via the network, and separating the received content into the content identification data and the data in the first format specification;

a converter for converting data in the first format specification separated by the identification data separating unit to data in a second format specification that is different from the first format specification; and

a second identification data adding unit for generating content in a second format specification by adding the content identification data separated by the identification data separating unit to the data to the data converted to the second format specification by the converter, and then sending the content in the second format specification to a user terminal.

6. A system for controlling content distribution as described in claim 5, wherein:

the content identification data contains

information indicating the content format; and

the converter also converts the information indicating the content format according to the conversion of data from the first format specification to the second format specification.

7. A system for controlling content distribution as described in claim 5, wherein:

the identification data separating unit obtains the content identification data from the content, and separates the content identification data and the data to be viewed by subtracting the obtained content identification data from the content.

8. A system for controlling content distribution as described in claim 5, wherein:

a content server having the first identification data adding unit and receiving data to be viewed produced in a first format specification from a data creator terminal,

a relay server having the identification data separating unit, converter, and second identification data adding unit, and

a user terminal for receiving content in the second format specification from the second identification data adding unit of the relay server,

are connected to the network.

9. A system for controlling content distribution as described in claim 5, wherein:

the user terminal extracts the content identification data from content in the second format specification, and reproduces the content in the second format specification if the content identification data is correctly extracted.

10. A computer-executable program for controlling content distribution, the program comprising:

generating content in a first format specification by adding content identification data for identifying specific content to data produced in a first format specification for viewing;

sending the content to a network;

receiving the content via the network;

separating the received content into the content identification data and the data in the first format specification;

converting the separated data in the first format specification to data in a second format specification that is different from the first format specification;

generating content in a second format

specification by adding the separated content identification data to the data converted to the second format specification; and

sending the content in the second format specification to a user terminal.

11. A computer-executable program for controlling content distribution as described in claim 10, wherein:

the content identification data contains information indicating the content format; and

the converting comprising converting the information indicating the content format according to the conversion of data from the first format specification to the second format specification.

12. A computer-executable program for controlling content distribution as described in claim 10, wherein the separating comprises:

obtaining the content identification data from the content; and

obtaining the data in the first format specification by subtracting the obtained content identification data from the content.

13. A computer-executable program for controlling

content distribution as described in claim 10, further comprising in the user terminal:

extracting the content identification data from content in the second format specification; and

reproducing the content in the second format specification if the content identification data is correctly extracted.

14. A recording medium for recording a computer-executable program for controlling content distribution as described in claim 10.

15. A method for relaying content distributed over a network, the method comprising:

receiving content via the network, where the content is generated in a first format specification by adding content identification data for identifying specific content to data produced in a first format specification for viewing;

separating the received content into the content identification data and the data in the first format specification;

converting the separated data in the first format specification to data in a second format specification that is different from the first format specification;

generating content in a second format specification by adding the separated content identification data to the data converted to the second format specification; and

sending the content in the second format specification to a user terminal.

16. A method for relaying content distributed as described in claim 15, wherein the content identification data contains information indicating the content format and the converting includes converting the content identification data according to the conversion of data from the first format specification to the second format specification.